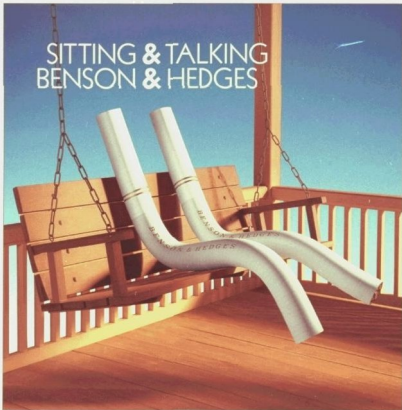


LEO BURNETT USA

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ADK701-02 PROGRAM 118 "SITTING & TALKING" PG 4/C (9-30") x 12" ATLANTA TRB, N.D. TRB, NDSG, 1997

SITTING & TALKING BENSON & HEDGES



15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. © 1997 Benson & Hedges Inc.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide



A MOMENT OF PLEASURE
WITH THE 100MM CIGARETTE

T. Packer/M. Muller/A. Rothman

